The Ministry of Housing and Urban Poverty Alleviation is already implementing an employment-oriented Urban Poverty Alleviation Centrally sponsored scheme named Swarna Jayanti Shahari Rozgar Yojana (SJSRY), on all India basis, with effect from 1.12.1997 with a view to provide gainful employment to the urban unemployed and underemployed poor through, firstly, encouraging the setting up of self-employment ventures by those who have studied up to 9th standard and, Secondly, by providing wage employment by utilizing their labour for construction of socially and economically useful public assets.

Prasar Bharati (Broadcasting Corporation of India) Act, 1990

†1163. SHRI PYARELAL KHANDELWAL: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that Prasar Bharati (Broadcasting Corporation of India) Act, 1990 has still not come into existence;

(b) if so, the motive of Government behind enacting this Act and the reasons for delay in this regard; and

(c) if not, the present status of the aforesaid Act?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) No, Sir.

(b) Does not arise.

(c) Prasar Bharati Act, 1990 came into force on 15.9.1997.

New system for marking of feature films by CEO, Prasar Bharati

1164. SHRI DHARAM PAL SABHARWAL: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that new system of giving marks to feature films has been introduced by CEO, Prasar Bharati and not by the Film Gradation Committee;

(b) if so, the reasons therefor;

(c) whether it is also a fact that CEO have authorized outside experts to give out of ten marks while the internal officers have been allowed thirty marks;

(d) if so, the rationale behind such misuse of authority by CEO;

(e) whether Government would consider giving equal rights to outside members for marks; and

(f) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) and (b) Prasar Bharati have informed that the new system of giving marks to feature films has been introduced by the Director General, Doordarshan in order

†Original notice of the question was received in Hindi.

to be more accurate, scientific, transparent and objective while deriving grade of a particular film. Following the process, the marks are given by the Film Gradation Committee itself and the decision is taken collectively by all the five members of Committee.

(c) to (f) Prasar Bharati have informed that out of total 100 marks, 30 marks pertain to the market potentiality of the film. Hence, the same is assessed by the marketing division officials who market the films and Doordarshan gets revenue thereof. This exercise basically aims at optimizing the Government revenue. The rest 70 marks are in the domain of the outside experts and other in-house committee members.

Ban on surrogate advertising

1165. SHRI GIREESH KUMAR SANGHI:
DR. T. SUBBARAMI REDDY:

Will the PRIME MINISTER be pleased to state:

(a) whether the I and B Ministry and the Health Ministry had discussed the ban on surrogate advertising;

(b) if so, whether any legislation or any notification is being considered;

(c) if so, the outcome of the discussion held;

(d) whether any concrete steps in this regard has been worked out; and

(e) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) The Ministry of Information and Broadcasting and Ministry of Health and Family Welfare have corresponded on the subject of banning surrogate advertising.

(b) to (e) A Notification No.G.S.R 104(E), dated 25.2.2008 has been issued amending Rule 7(2) (viii) (A) of the Cable Television Networks Rules 1994 prohibiting surrogate advertisements of any kind.

Retrieving of heritage films lost from archive

1166. SHRIMATI JAYA BACHCHAN: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that chunk of heritage films have been lost forever;

(b) whether it is also a fact that a majority of films that have vanished without a trace, dating back to 1930s and 1940s;

(c) the reasons for which the Film Board of India did not act in the matter;

(d) whether Government proposes to enlist public co-operation in retrieving prints of those films to the extent possible; and

(e) if not, the reasons therefor?